

A large, light blue stylized house icon with a person silhouette inside. The person's head is a solid orange rounded square. The house's roof is formed by the person's arms and the top of their head.

ICE HOUSE

INFORMATIONAL

WEBINAR



Bree Langemo, J.D.
 @breeIngm




the
entrepreneurial
learning initiative

The Entrepreneurial Learning Initiative is a global thought leader **dedicated to expanding human potential** through entrepreneurial mindset education.

ELI partners with education, government, profit and nonprofit organizations around the world to empower their constituents with an entrepreneurial mindset.

- Keynote & Professional Development
 - Facilitator Training
 - Curriculum
 - Thought Leadership
-

- 
- 1 Research & Rationale
 - 2 Programs Overview
 - 3 How Students Learn
 - 4 Use Cases & Program Impact
 - 5 Next Steps



Research & Rationale



Programs Overview



How Students Learn



Use Cases & Program Impact



Next Steps



the
entrepreneurial
learning initiative

87%

Source: Gallup

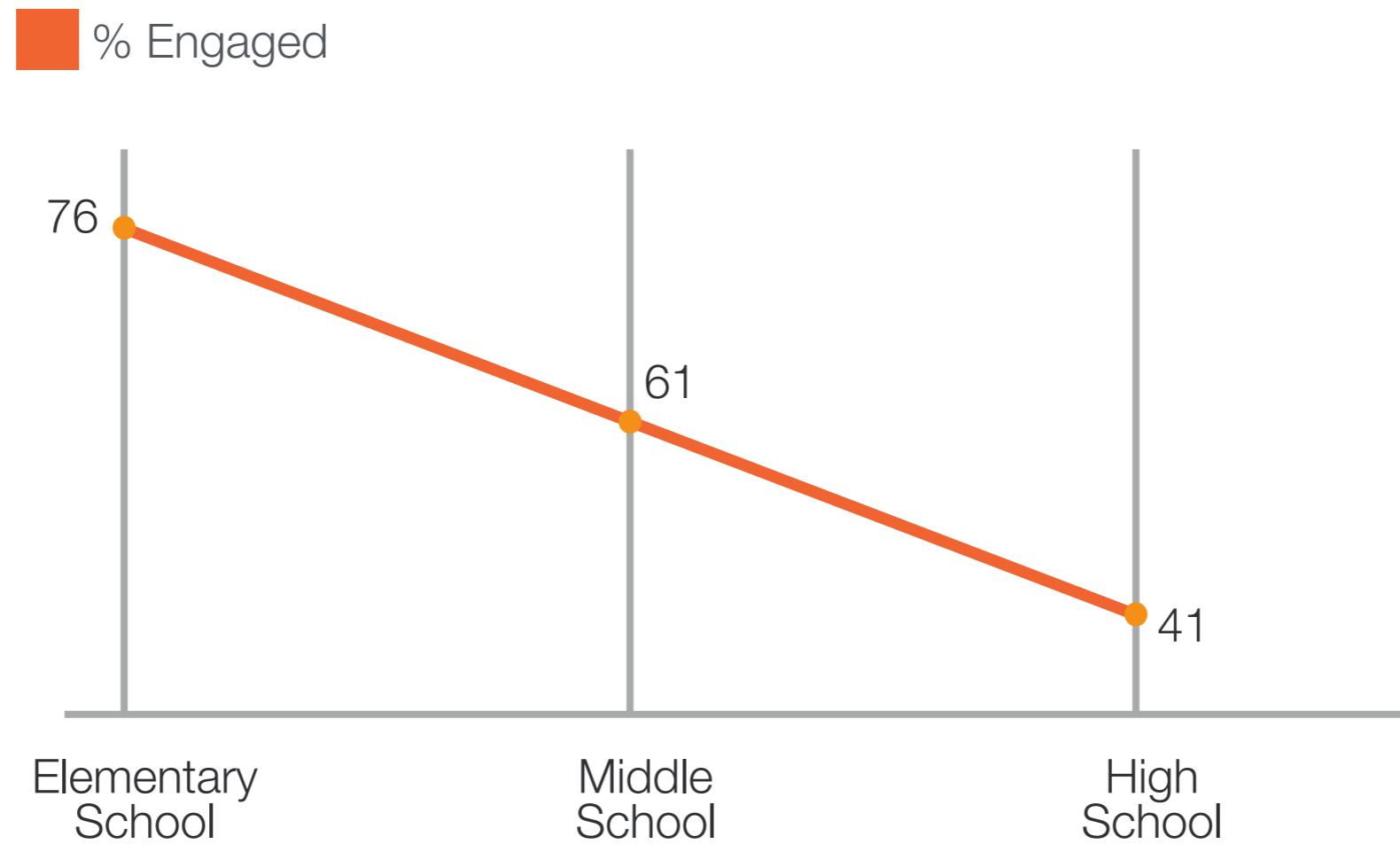
Actively Disengaged 24%

Not Engaged 63%

Engaged 13%

Source: Gallup

Student Engagement Cliff



Source: Gallup



16th

Source: American Association for Community Colleges

Employers Demand Entrepreneurial Workforce

77% of employers report that soft skills, such as **communication, problem solving, teamwork** and **self-motivation**, are as important as technical skills.

Source: CareerBuilder National Survey

21st-Century Skills

Foundational Literacies

How students apply core skills to everyday tasks



1. Literacy



2. Numeracy



3. Scientific literacy



4. ICT literacy



5. Financial literacy



6. Cultural and civic literacy

Competencies

How students approach complex challenges



7. Critical thinking/
problem-solving



8. Creativity



9. Communication



10. Collaboration

Character Qualities

How students approach their changing environment



11. Curiosity



12. Initiative



13. Persistence/
grit



14. Adaptability



15. Leadership

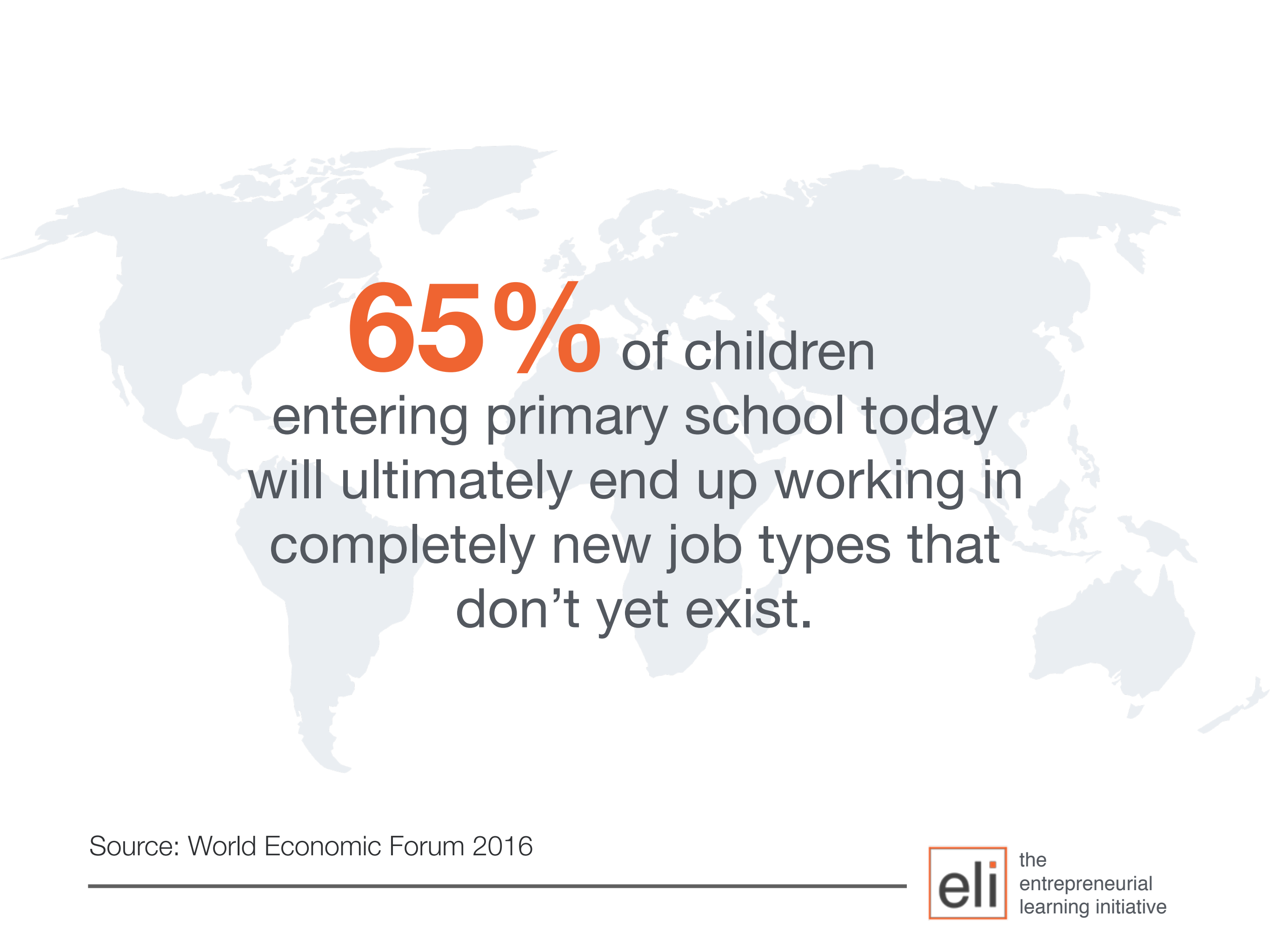


16. Social and cultural awareness

Lifelong Learning

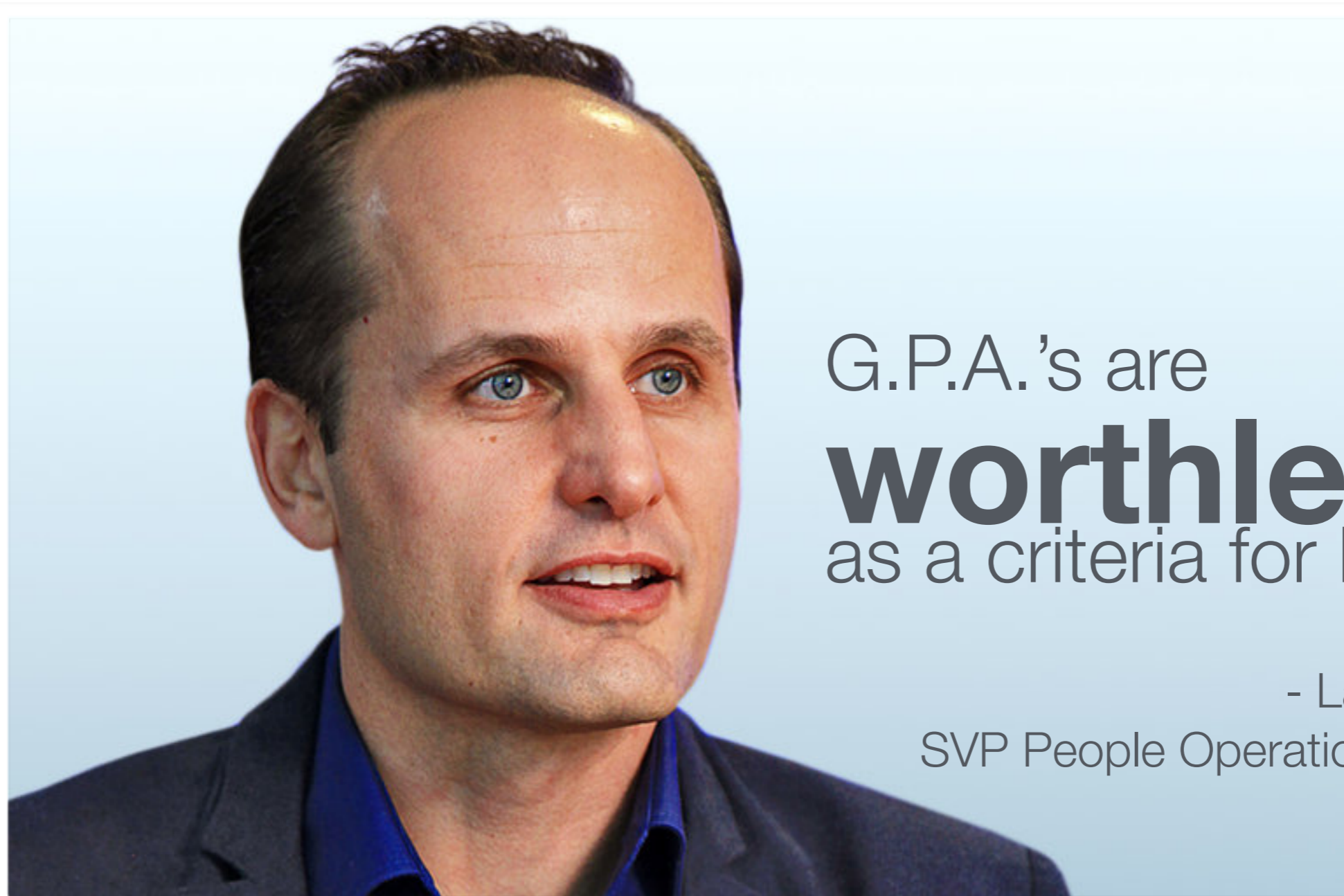


The world is *rapidly* changing




65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist.

Source: World Economic Forum 2016



G.P.A.'s are
worthless
as a criteria for hiring.

- Laszlo Bock,
SVP People Operations, Google

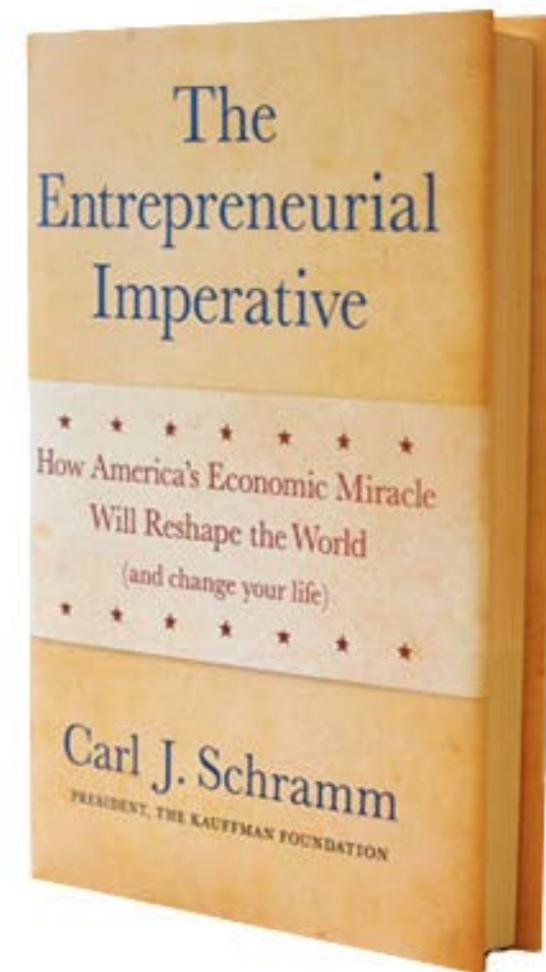


How do we engage individuals to ***thrive*** in an increasingly complex and highly uncertain world?

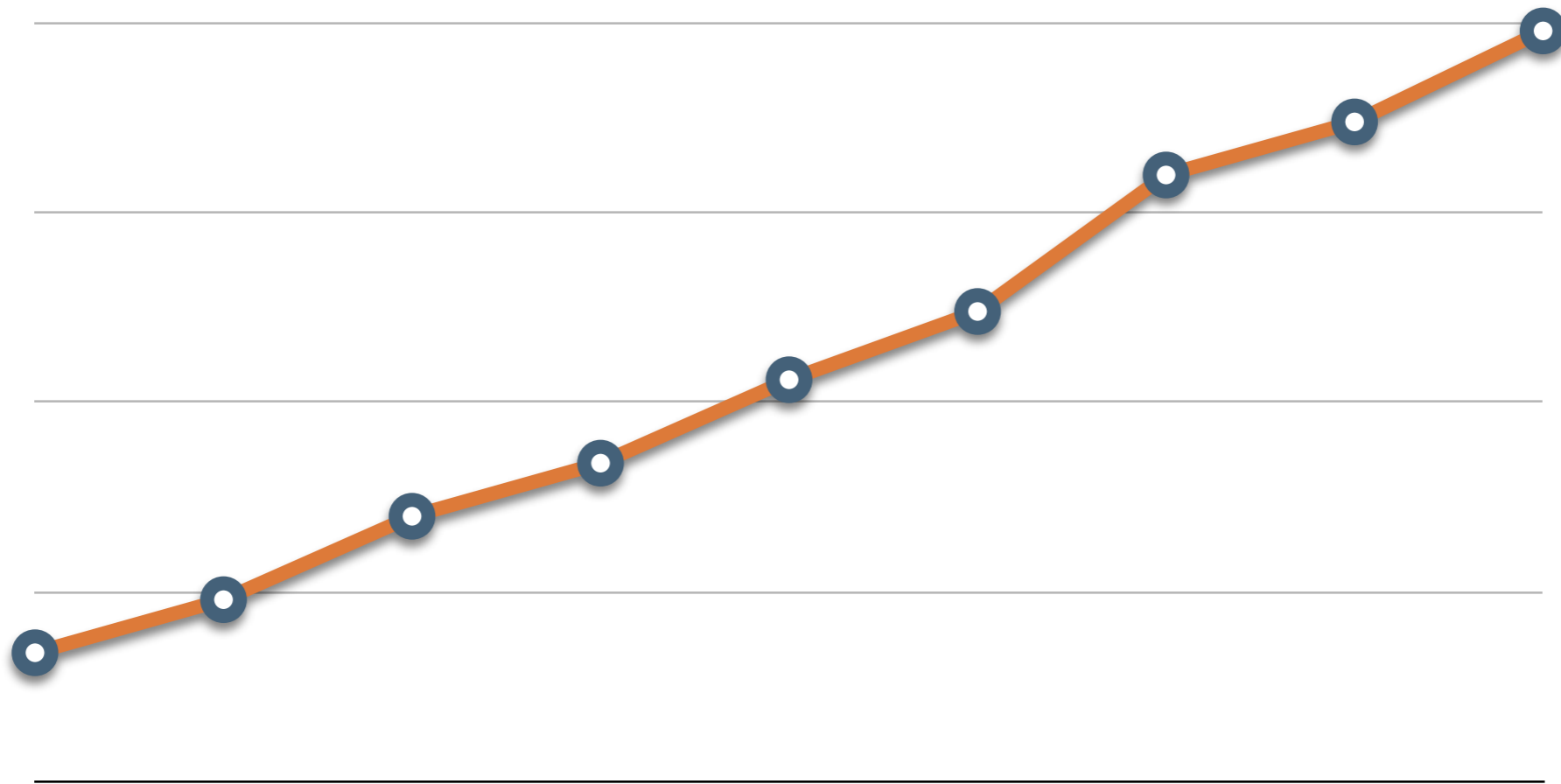


Entrepreneurship is an essential life skill that **every student will need to survive** in the 21st Century.

The need to encourage and support entrepreneurial activities at all levels of our society...



Net New Job Growth



Source: Kauffman Foundation



“It is not enough to add entrepreneurship on the perimeter it needs to be at the core of the way education operates.”



Person: The underlying motivation - the beliefs, assumptions, and psychological factors that drive entrepreneurial behavior.

Process: The processes and methods that enable entrepreneurs to identify, evaluate, and transform ideas into mutually beneficial, sustainable endeavors.

Situation: The social, environmental, and situational factors that encourage or inhibit the development of entrepreneurial attitudes, behaviors, and skills.

Person: The underlying motivation - the beliefs, assumptions, and psychological factors that drive entrepreneurial behavior.

Process: The processes and methods that enable entrepreneurs to identify, evaluate, and transform ideas into mutually beneficial, sustainable endeavors.

Situation: The social, environmental, and situational factors that encourage or inhibit the development of entrepreneurial attitudes, behaviors, and skills.

Actively Disengaged 24%

Not Engaged 63%

Engaged 13%

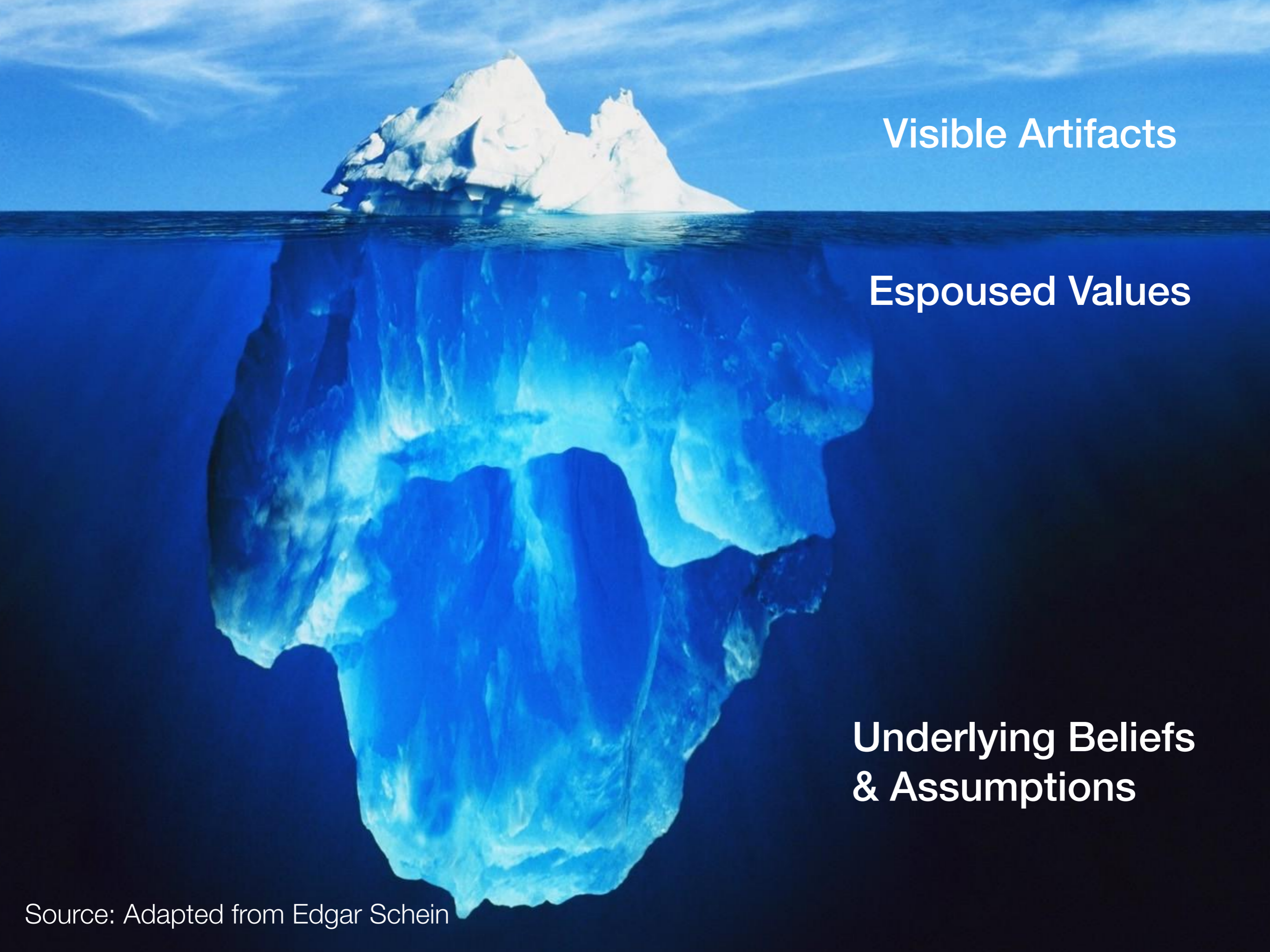


Source: Gallup



$m\bar{i}n(d)$ -set, n

*the **underlying** beliefs and assumptions that influence behavior*



Visible Artifacts

Espoused Values

**Underlying Beliefs
& Assumptions**

Person: The underlying motivation - the beliefs, assumptions, and psychological factors that drive entrepreneurial behavior.

Process: The processes and methods that enable entrepreneurs to identify, evaluate, and transform ideas into mutually beneficial, sustainable endeavors.

Situation: The social, environmental, and situational factors that encourage or inhibit the development of entrepreneurial attitudes, behaviors, and skills.

Search

Observation
Inquiry
Empathy
Curiosity
Experimentation
Adaptation
Creativity
Problem solving
Critical thinking
Networking
Collaboration
Communication
Reliability
Resourcefulness
Commitment
Resilience

Growth

Management
Replication
Process
Procedures
Efficiency
Marketing
Sales
Legal
Accounting
Human Resources
Scalability
Improvement
Specialization
Consistency
Formulaic
Conformity
Compliance

Obsolescence

Large scale
Innovation
Acquisitions
Visible market
Formal Research
In-depth analysis
Careful planning
Financial projections
Known brand
Known customer
Established channels
Experienced managers
Execute as planned
Hierarchical approval

Search

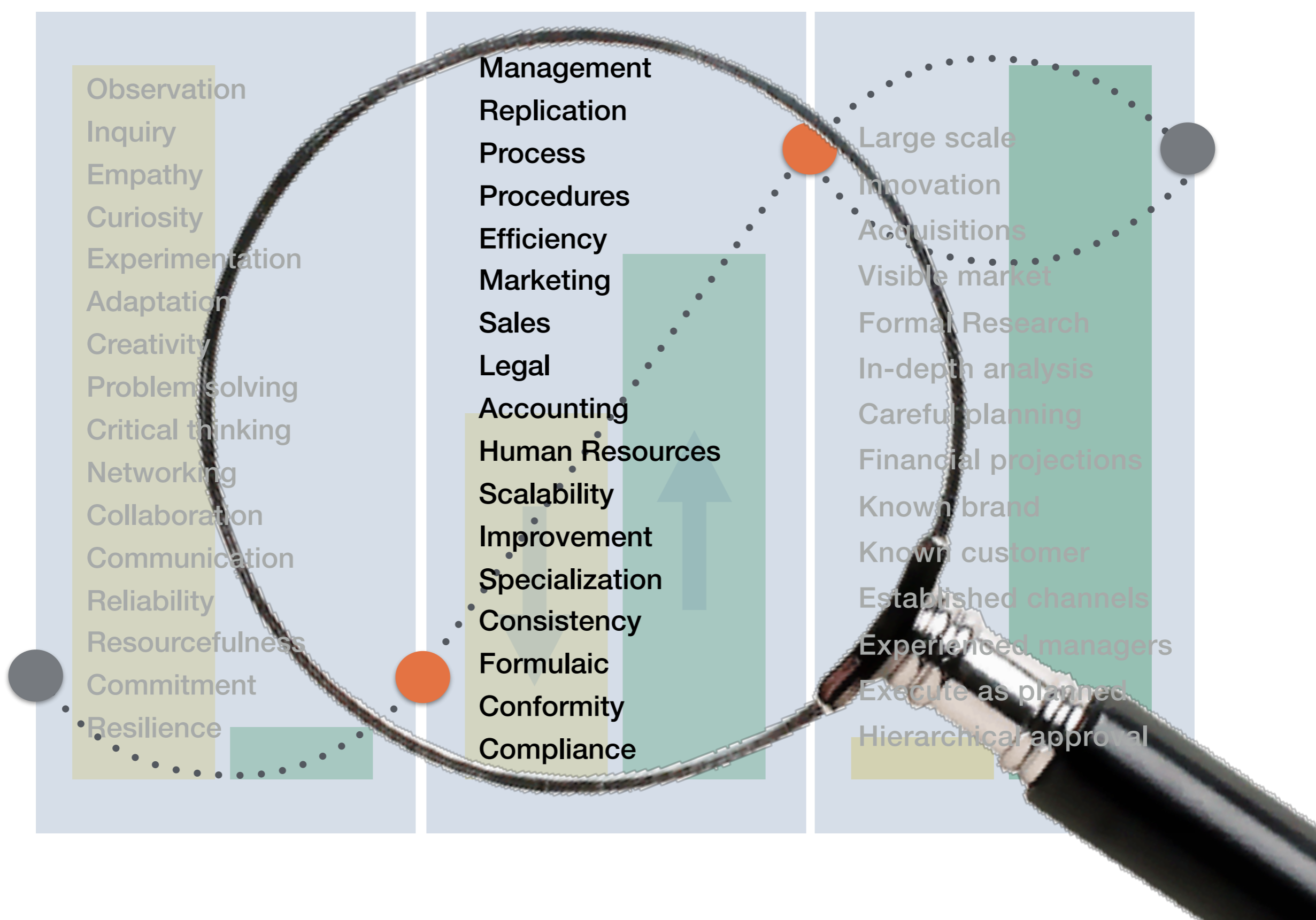
Observation
Inquiry
Empathy
Curiosity
Experimentation
Adaptation
Creativity
Problem solving
Critical thinking
Networking
Collaboration
Communication
Reliability
Resourcefulness
Commitment
Resilience

Growth

Management
Replication
Process
Procedures
Efficiency
Marketing
Sales
Legal
Accounting
Human Resources
Scalability
Improvement
Specialization
Consistency
Formulaic
Conformity
Compliance

Obsolescence

Large scale
Innovation
Acquisitions
Visible market
Formal Research
In-depth analysis
Careful planning
Financial projections
Known brand
Known customer
Established channels
Experienced managers
Execute as planned
Hierarchical approval



Search

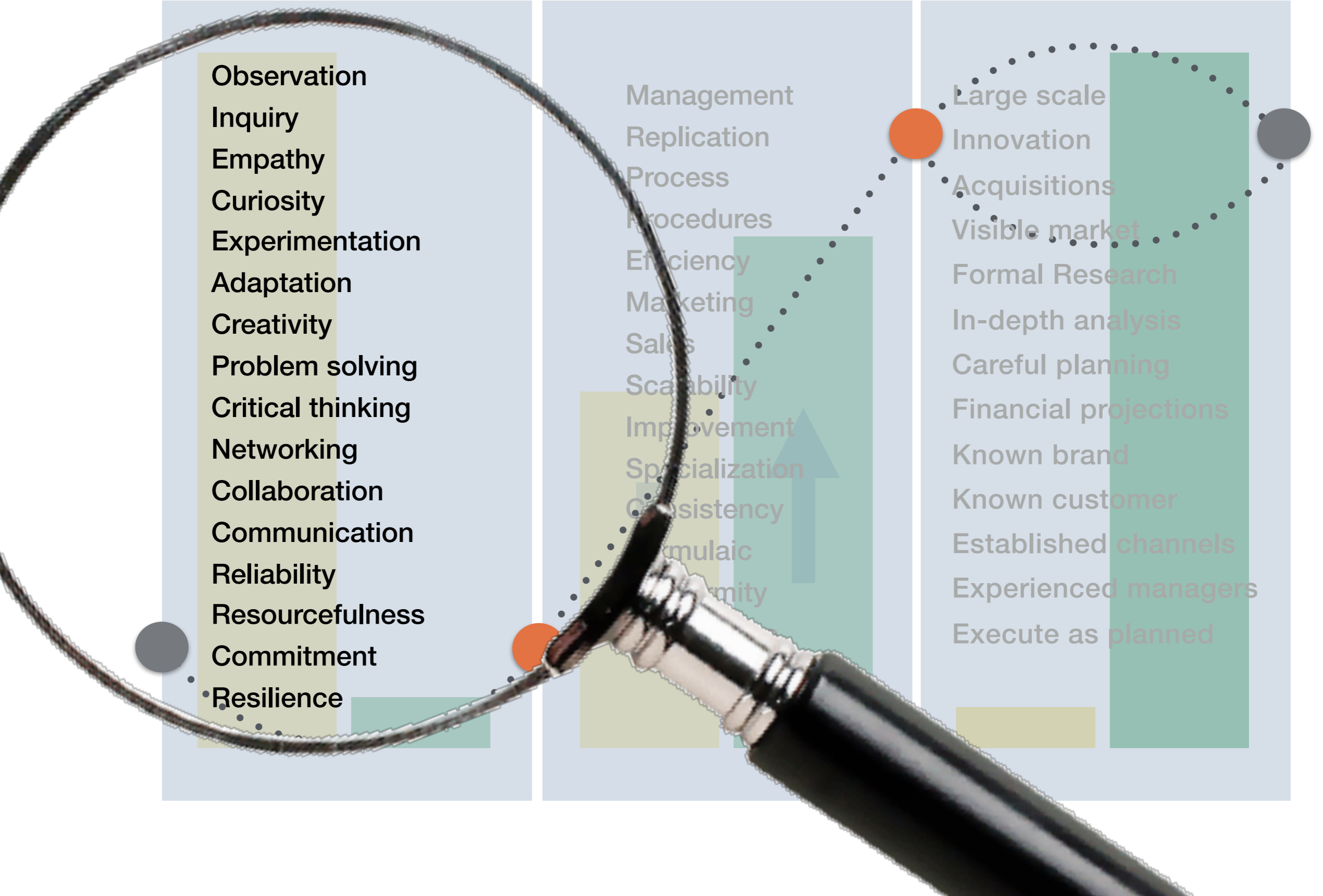
Observation
Inquiry
Empathy
Curiosity
Experimentation
Adaptation
Creativity
Problem solving
Critical thinking
Networking
Collaboration
Communication
Reliability
Resourcefulness
Commitment
Resilience

Growth

Management
Replication
Process
Procedures
Efficiency
Marketing
Sales
Scalability
Improvement
Specialization
Consistency
Formulaic
Stability

Obsolescence

Large scale
Innovation
Acquisitions
Visible market
Formal Research
In-depth analysis
Careful planning
Financial projections
Known brand
Known customer
Established channels
Experienced managers
Execute as planned





Entrepreneurship is

SEARCH



the
entrepreneurial
learning initiative

Person: The underlying motivation - the beliefs, assumptions, and psychological factors that drive entrepreneurial behavior.

Process: The processes and methods that enable entrepreneurs to identify, evaluate, and transform ideas into mutually beneficial, sustainable endeavors.

Situation: The social, environmental, and situational factors that encourage or inhibit the development of entrepreneurial attitudes, behaviors, and skills.



In the past, we
created
innovators and
entrepreneurs
by accident
rather than by
design.

~ Dr. Tony Wagner,
Expert In Residence
Harvard's Innovation Lab



1

Research & Rationale

2

Programs Overview

3

How Students Learn

4

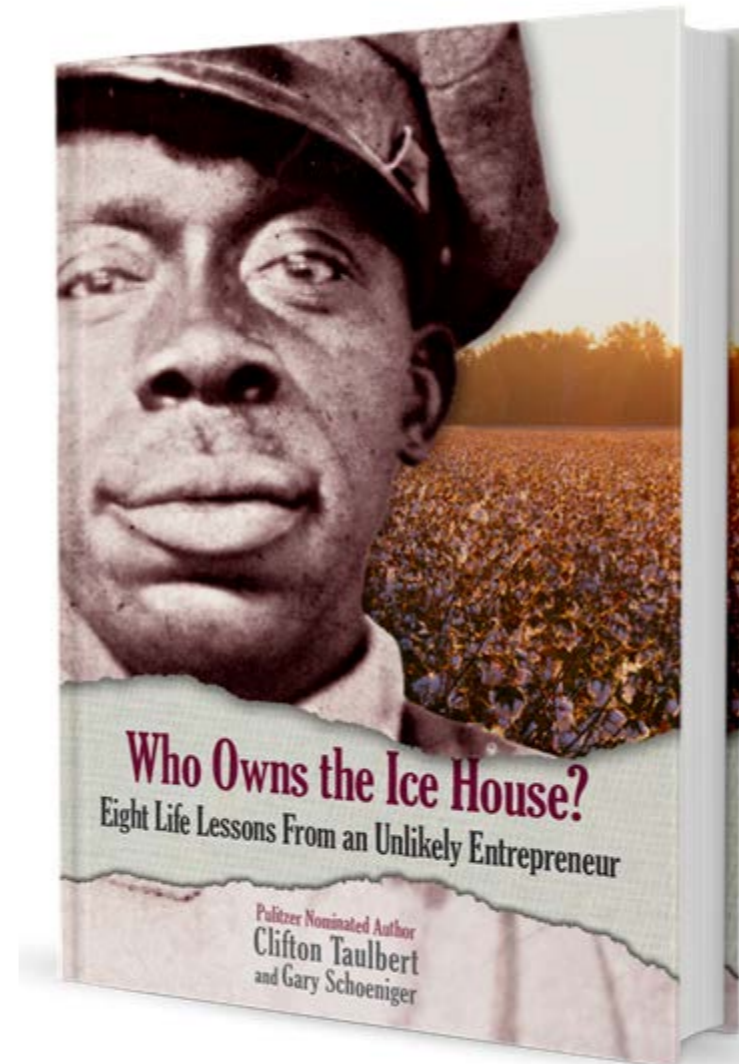
Use Cases & Program Impact

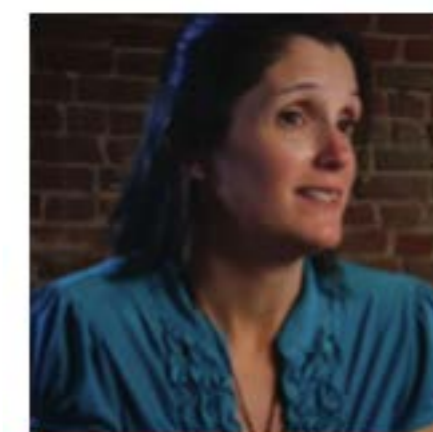
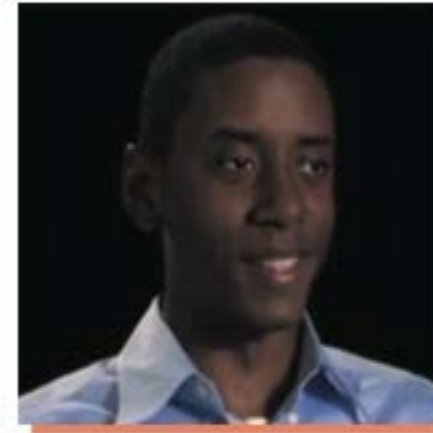
5

Next Steps

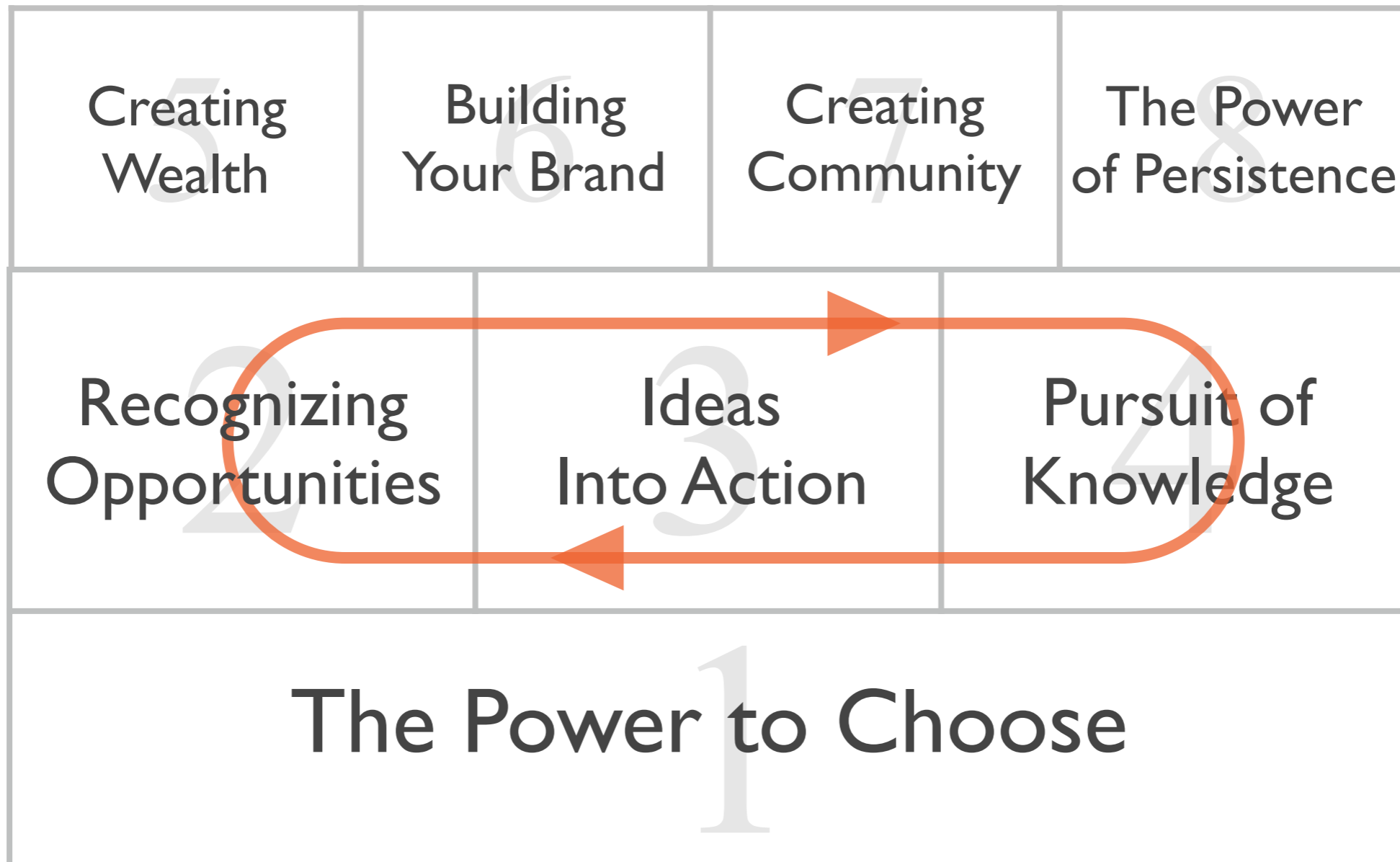


An entrepreneurial mindset can empower ordinary people to accomplish extraordinary things.





Eight Core Concepts





Ice House Opportunity Discovery Canvas

1. Describe the problem you want to solve.

2. Describe the type of people who have this problem.

3. How are they currently solving the problem?

PROBLEM

4. Describe your proposed solution.

5. How will your solution be different?

6. Will people pay for your solution?

SOLUTION

7. How will potential customers know about your solution?

8. How will potential customers purchase your solution?

9. Why will potential customers purchase your solution?

CONNECTION



Don't ask kids what they want to be when they grow up, but **what problems do they want to solve.**

Jaime Casap,
Google Global Education

Course Offerings

- Student Success
- Academic Edition
- Small Business Edition

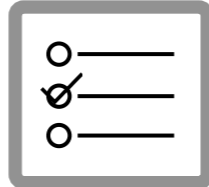
Course Objectives

- Inspire & Engage a Broad Range of Participants
- Focus on the Mindset - Broad Applicability
- Experiential, Problem-Based Approach
- Connect Classroom & Community
- Scalable Solution

Course Elements



Course Content &
Video Case Studies



Multiple Choice
Reviews



Content Discussions



Application Assignments



Peer Workshops
& Guest Lectures



Individual Reflection

Delivery Options

- **Blended Delivery (Flipped Classroom)** combines online learning with face-to-face classroom learning.
- **Online Delivery** enables asynchronous delivery allowing students to participate and interact entirely online.
- **Traditional Classroom Delivery** allows students to view online materials in the classroom via facilitator's license.

A stylized graphic of a house with a person silhouette inside. The house is light blue with a white outline, and the person is a simple grey figure. An orange square is positioned above the person's head, resembling a light fixture or a window.

ICE HOUSE ENTREPRENEURSHIP PROGRAM

Academic Edition

NAVIGATION








Home

- ▀ [Dashboard](#)
- [Site pages](#)
- ▼ [Current course](#)
 - ▼ [IHEP 2.0 with WOTIH Book](#)
 - [Participants](#)
 - [WELCOME](#)
 - [Introduction](#)
 - [Lesson 1](#)
 - [Lesson 2](#)
 - [Lesson 3](#)
 - [Lesson 4](#)
 - [Lesson 5](#)
 - [Lesson 6](#)
 - [Lesson 7](#)
 - [Lesson 8](#)
- [My courses](#)
- [Courses](#)

WELCOME







Welcome to the Ice House Entrepreneurship Program. Please download the welcome pdf for specific instructions about the course requirements, elements, and contacts for assistance. Enjoy the course!







-  [WelcomePDF.pdf](#)
-  [Ice House LinkedIn Group for Students, Alumni, and Facilitators](#)
-  [8 week syllabus](#)
-  [15 week syllabus](#)
-  [News forum](#)

ADMINISTRATION



- ▼ [Course administration](#)
 -  [Turn editing on](#)
 -  [Edit settings](#)
 - [Users](#)
 - [Filters](#)
 - [Reports](#)
 -  [Grades](#)
 -  [Gradebook setup](#)

Introduction

-  [Who Owns the Ice House? - Book Introduction](#)
-  [IHEP Introduction Video](#)
-  [Introduction - Multiple Choice Assessment](#)
-  [Introduction - Student-Generated Discussion](#)
-  [Introduction - Reflection Assignment](#)
-  [IceHouseOpportunityDiscoveryCanvas.pdf](#)

Lesson 1 - The Power to Choose - Video

☰ 3. Locus of Control

Things we can't control

Things we can

the entrepreneurial learning initiative

The Ice House Entrepreneurship Program

▶ ⏪ ⏩ 🔊 28:07 / 4 Notes CC 1x ↗ eli

Lesson 1 - The Power to Choose - Video

The video player interface shows a video titled "1. Influence" with a play button in the center. The speaker is identified as Palwasha Siddiqi, an immigrant entrepreneur. The video is part of "The Ice House Entrepreneurship Program" and is produced by "the entrepreneurial learning initiative". The player controls at the bottom show a progress bar at 7:36 / 47:21, along with volume, full screen, and share icons, and the eli logo.

1. Influence

Palwasha Siddiqi
immigrant entrepreneur

the entrepreneurial learning initiative

The Ice House Entrepreneurship Program

7:36 / 47:21

eli



ICE HOUSE STUDENT SUCCESS PROGRAM

AN ENTREPRENEURIAL MINDSET FOR SUCCESS IN COLLEGE ... AND IN LIFE



the
entrepreneurial
learning initiative



the
entrepreneurial
learning initiative

CORE CONCEPTS

1

Choice

An entrepreneurial mindset empowers students to be mindful of their choices, choosing the life they want rather than accepting life as it is.

2

Opportunity

An entrepreneurial mindset challenges students to see problems as opportunities, helping them learn to solve problems for others as a viable path toward individual empowerment.

3

Action

An entrepreneurial mindset is action oriented, encouraging students to solve problems through active experimentation and collaboration.

4

Knowledge

An entrepreneurial mindset fosters a self-directed approach to learning that encourages students to seek knowledge, think critically, and develop problem solving skills.

ADVANCED CONCEPTS

5

Resourcefulness

An entrepreneurial mindset is resourceful, encouraging students to leverage existing resources to find solutions, overcome challenges, and advance their goals.

6

Reliability

An entrepreneurial mindset is self-directed and solution-oriented, and reliability is the key that can expose students to unforeseen opportunities and their own untapped potential.

7

Community

An entrepreneurial mindset understands the importance of creating an intentional community of positive influence, critical guidance, and support.

8

Persistence

Perseverance and determination are the hallmarks of an entrepreneurial mindset that encourages students to persist in the face of challenges, setbacks, and self-doubt.



the
entrepreneurial
learning initiative



ICE HOUSE STUDENT SUCCESS PROGRAM

 News forum

Introduction

-  Who Owns the Ice House? - Book Introduction
-  IHSS Course Introduction
-  Ice House Entrepreneurs & Students.pdf
-  Introduction Discussion Question 1
-  Introduction Discussion Question 2
-  Introduction Discussion Question 3
-  Introduction Discussion Question 4
-  Entrepreneurial Mindset Self-Assessment.pdf

Lesson 1

-  Who Owns the Ice House - Chapter 1
-  IHSS Lesson 1
-  Lesson 1 Multiple Choice Review
-  Lesson 1 Discussion Question 1
-  Lesson 1 Discussion Question 2
-  Lesson 1 Discussion Question 3
-  Lesson 1 Discussion Question 4
-  Lesson 1 Discussion Question 5
-  Lesson 1 Discussion Question 6
-  Lesson 1 Discussion Question 7
-  Lesson 1 Application Assignment 1
-  Lesson 1 Application Assignment 2
-  Lesson 1 Application Assignment 3
-  Lesson 1 Application Assignment 4
-  Student Schedule Template.pdf
-  Lesson 1 Application Assignment 5
-  Lesson 1 Application Assignment 6
-  Exploring Careers Template.pdf
-  Lesson 1 Reflection Assignment 1
-  Lesson 1 Reflection Assignment 2
-  Lesson 1 Reflection Assignment 3



Lesson 1 - Clifton Taulbert - Video 1

INTRODUCTION

Clifton's Uncle Cleve was a man of average means who had no particular advantage over anyone else in his small community. He did not come from a wealthy family, nor did he have access to investors or bankers who would fund his dreams. He had no academic or intellectual advantage, yet somehow, despite his circumstances and the limitations that were beyond his control, he was able to prosper and thrive.

What was it that set him apart? How was he able to recognize opportunities where others could not? How was he able to overcome the obstacles to find the resources necessary to succeed? The ability to choose the way we respond to our circumstances is perhaps the greatest power we have. It is a power that Uncle Cleve clearly demonstrated throughout his life. Yet, it is a power that many don't realize they have or that they don't exercise.

1

Lesson Objectives

An entrepreneurial mindset empowers us to be mindful of our choices, choosing the life we want rather than accepting life as it is. In Lesson One, we will examine the importance of an internal locus of control and how our mindset influences the critical choices we make in pursuit of our visions.

1. **Vision: The Power to Choose:** In Module One, we will learn how an entrepreneurial mindset can empower you to choose the life you envision rather than accepting life as it is.
2. **Influence:** In Module Two, we'll examine some of the hidden factors that often influence the choices we make—choices that may be limiting our efforts and holding us back.
3. **Reacting vs. Responding:** In Module Three, we'll see how an entrepreneurial mindset can empower you to respond rather than react to things that are beyond your control.
4. **Locus of Control:** In Module Four, we'll explore the concept of a "locus of control" as an underlying assumption that influences our choices and shapes our mindset.
5. **Planning for Success:** In Module Five, we'll discuss how an entrepreneurial mindset can empower you to transform your vision into reality by setting goals and devising success strategies that really work.
6. **Focus:** In Module Six, we'll discover how success often happens in the margins and examine how an entrepreneurial mindset can empower you by focusing your day-to-day efforts on the things that matter most.

© 2015 Entrepreneurial Learning Initiative, Inc. All Rights Reserved.

IHSS Lesson 1

Page: 9 of 39 70%

The Pyramid of a Vision

We can think about the process of creating and executing a vision as a pyramid. Vision is at the top of the pyramid because it directs our actions; it gives us purpose and meaning. The vision is the "why." Underneath the vision, we have the "how." How will we make this vision a reality? What is the most effective way to reach our goals? Finally, at the foundation of the pyramid are the daily actions, sometimes mundane, that we must take to achieve our vision.



Vision is a powerful tool that helps us harness our abilities and stay focused on our goals. This is a leadership function. We are thinking about the things that matter most, creating a vision for a future that stirs our imagination, ignites our passion, and inspires us to take action.

This is why vision is at the top of the pyramid.

eli READ WATCH

IHSS Lesson 1

1. Influence



Rodney Walker
entrepreneur



the
entrepreneurial
learning initiative

The Ice House Entrepreneurship Program

IHSS Lesson 1

8 videos



Lesson 1 - Video 1 - Clifton Taulbert

1:06



Lesson 1 - Video 2 - Brian Scudamore

4:04



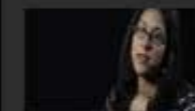
Lesson 1 - Video 3 - Rodney Walker

1:22



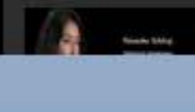
Lesson 1 - Video 4 - Rodney Walker

4:01



Lesson 1 - Video 5 - PPCC Student Ja...

2:19



Lesson 1 - Video 6 - Palwasha Siddiqi

2:29

0:08 / 4:01

CC 1x

eli


eli

READ

WATCH



the
entrepreneurial
learning initiative

- 
- 1 Research & Rationale
 - 2 Programs Overview
 - 3 How Students Learn**
 - 4 Use Cases & Program Impact
 - 5 Next Steps

Entrepreneurial Learning

- Experiential
- Problem-Based
- Peer-to-Peer
- Self-Directed

Experiential Learning

EDGAR DALE'S CONE OF EXPERIENCE

People Generally Remember...
(Learning Activities)

People Are Able To...
(Learning Outcome)



Source: (Dale, 1969)

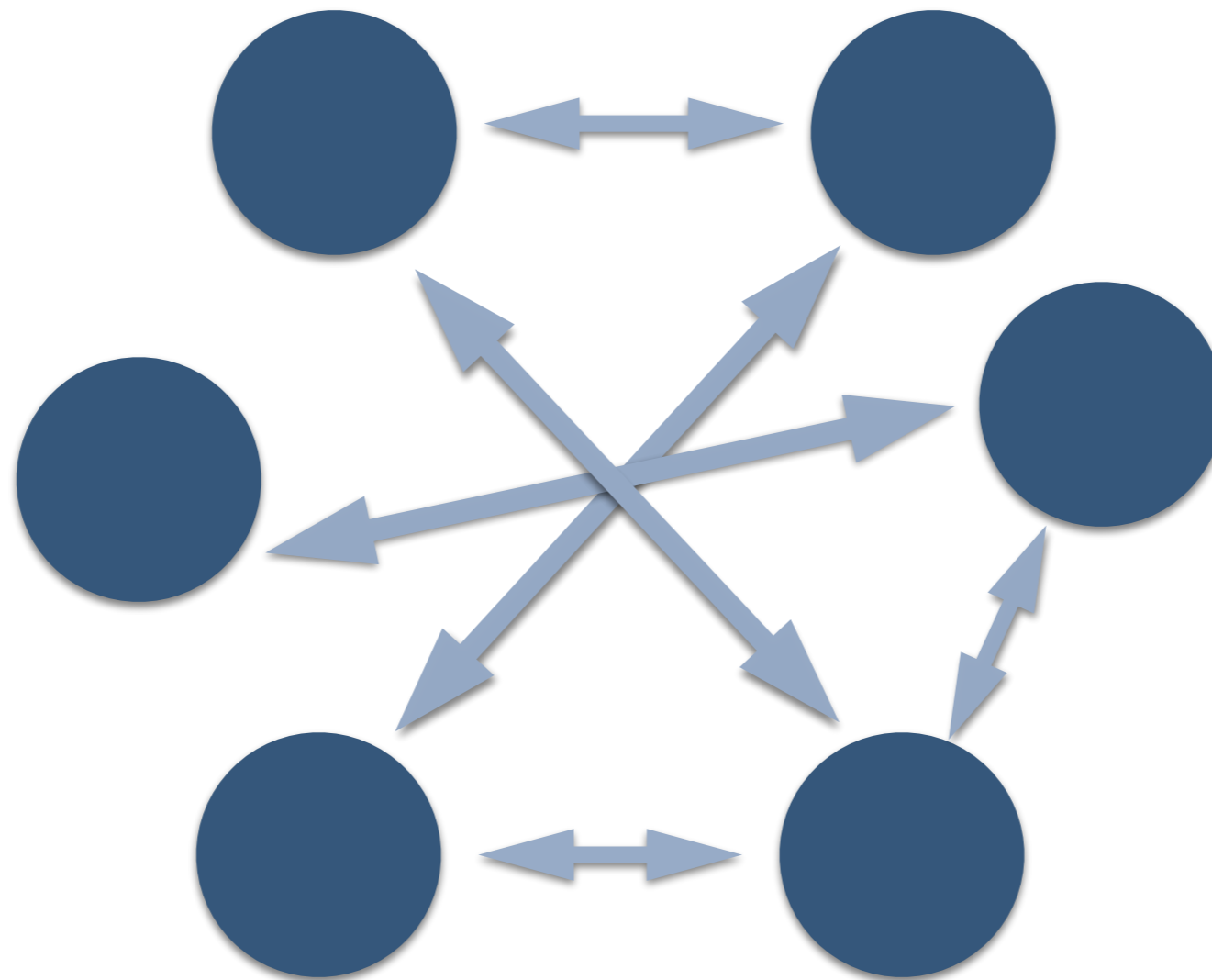
Experiential Learning



Problem-Based Learning

- ✓ Student Centered
- ✓ Occurs in Small Groups
- ✓ Teacher as Facilitator
- ✓ Problems are Introduced Early
- ✓ Problems Stimulate Problem-Solving Skills
- ✓ New Knowledge is Obtained

Peer-to-Peer Learning



Peer-to-Peer Learning

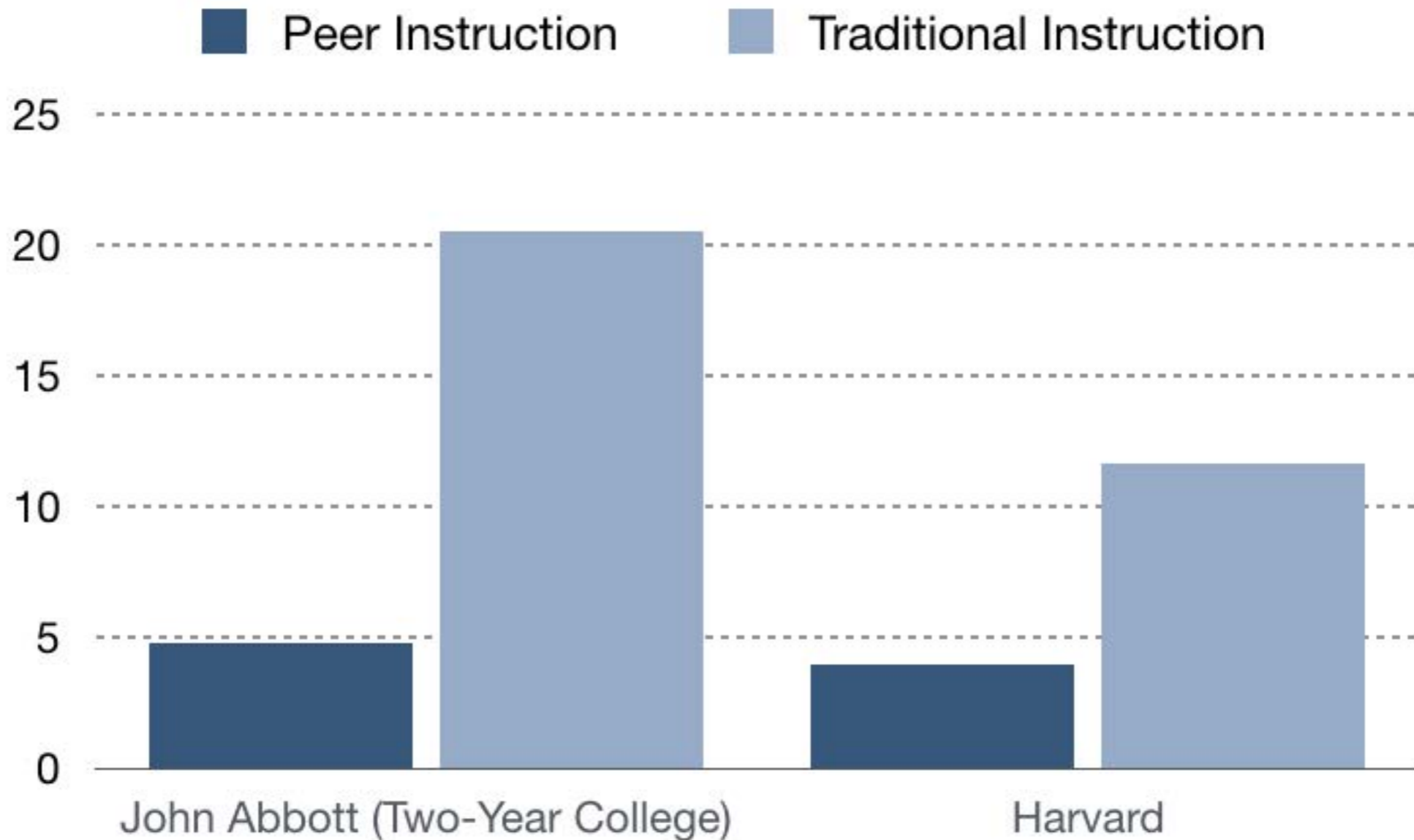
Increases knowledge retention by turning passive, note-taking students into *active, de facto teachers* who explain their ideas to each other.

Peer-to-Peer Learning

- Increases Conceptual Learning
- Increases Problem Solving Skills
- More Effective than Traditional Instruction
- Increases Student Engagement
- Reduces Student Attrition

Source: Lasry, Mazur, & Watkins, 2008

Student Attrition



Source: Lasry, Mazur, & Watkins, 2008

Self-Directed Learning

DEPENDENT

INDEPENDENT



Source: Gerald Grow

Self-Directed Learning

Stage	Student	Teacher	Examples	Ice House
1	Dependent	Expert	Lecture	Consume Lesson Content
2	Interested	Motivator	Inspiring Lecture with Guided Discussion	Video Case Studies, Guided Discussions
3	Involved	Facilitator	Facilitated Discussion, Collaborative Small Group Work	Application Assignments
4	Self-directed	Delegator	Self-Directed Group or Individual Work	Opportunity Discovery Process & Reflection Assignments

Source: Gerald Grow

Entrepreneurial Learning

Instruction	Facilitation
Content Expert	Facilitator of Learning
Leads group of students to acquire new knowledge/skills	Encourages students to learn/achieve as a group
Telling and teaching, presents information	Encourages discovery, participates as equal
Provides correct answers	Provides probing questions

Entrepreneurial Learning

Emphasizes *process* over content



The world doesn't care what you know. What the world cares about is **what you can do with what you know.**


~ Dr. Tony Wagner,
Expert In Residence
Harvard's Innovation Lab

Entrepreneurial Learning

- Increased Motivation
- Increased Engagement
- Improved Self-Confidence
- Drive to Learn



Entrepreneurship is a key 21st century workforce skill and is **also linked to higher academic achievement.**

- 
- 1 Research & Rationale
 - 2 Programs Overview
 - 3 How Students Learn
 - 4 Use Cases & Program Impact**
 - 5 Next Steps

Use Cases

- ✓ High Schools
- ✓ Community Colleges
- ✓ Four-Year Universities
- ✓ Economic Development Organizations
- ✓ Veteran Service Organizations
- ✓ Small Business Development Centers
- ✓ Libraries
- ✓ Correctional Institutes
- ✓ City Governments
- ✓ Profit/Nonprofit Organizations



High School



We educate leaders who have an entrepreneurial spirit, a humanistic outlook and are internationally competitive.



College



the
entrepreneurial
learning initiative

Academic Applications

- First Year Experience/Student Success
- All Freshmen Common Read
- General Education Requirement
- Intro to Entrepreneurship
- PhD Seminars

Specific Student Populations

Athletes

Scholars

Interdisciplinary Students

Developmental Education

Career & Technical

Liberal Arts

High School/Dual Credit

Academic Probation



100% Course Completion

90% Student Retention

13% Higher Student GPAs (3.0 - 4.0)

Source: EDCC





28% impact on student persistence (re-enrollment)

14% impact on college-level success rates

7% impact on student drop rates in beginning weeks

Source: PPCC



This curriculum needs to be instilled in the way [students'] think...I promise they can go from a **0.9 GPA** to a **3.8 GPA** as I did.

Ted Phillippi

Ice House Student
West Virginia University



Community



UNLEASHING HUMAN POTENTIAL

THE KEY TO OUR CITY'S FUTURE

LEARN MORE



the
entrepreneurial
learning initiative



EMPOWERING ORDINARY PEOPLE TO ACCOMPLISH THE EXTRAORDINARY.

[I WANT TO LEARN](#)

[I WANT TO PARTNER](#)



Ice House Erie

A mindset is a deeply ingrained set of beliefs
and assumptions that influence our decisions and our behavior.



Research & Rationale



Programs Overview



How Students Learn



Use Cases & Program Impact



Next Steps



the
entrepreneurial
learning initiative



“It is not enough to add entrepreneurship on the perimeter it needs to be at the core of the way education operates.”

ELI Support

- ✓ Keynotes
- ✓ Professional Development
- ✓ Facilitator Certification Training
- ✓ Grant/Funding Support
- ✓ Thought Leadership Content



ICE HOUSE
ENTREPRENEURSHIP PROGRAM

**FACILITATOR
TRAINING**

Startup
UCLA

Feb. 15 - 17



the
entrepreneurial
learning initiative